



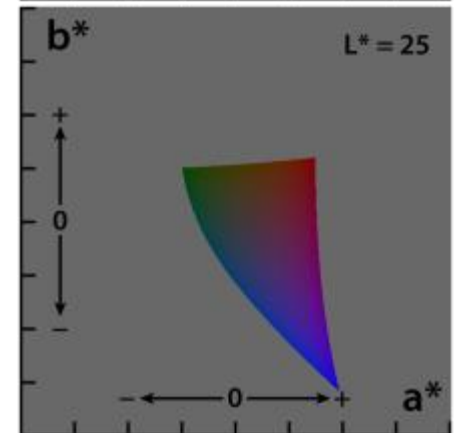
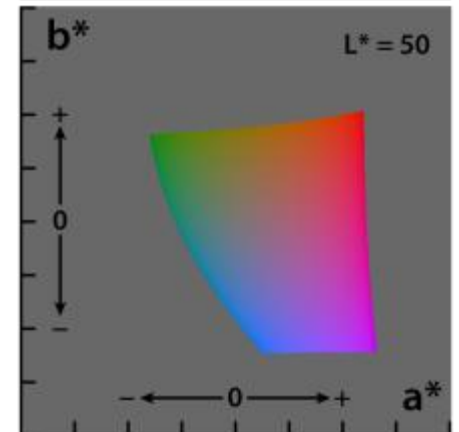
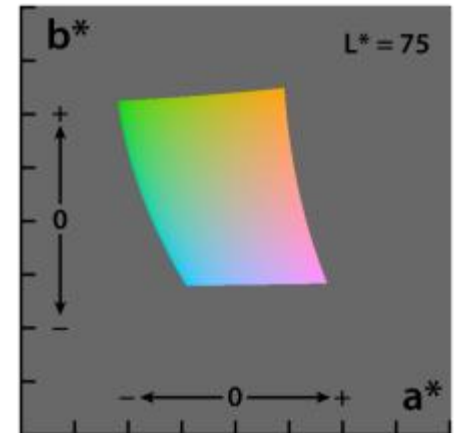
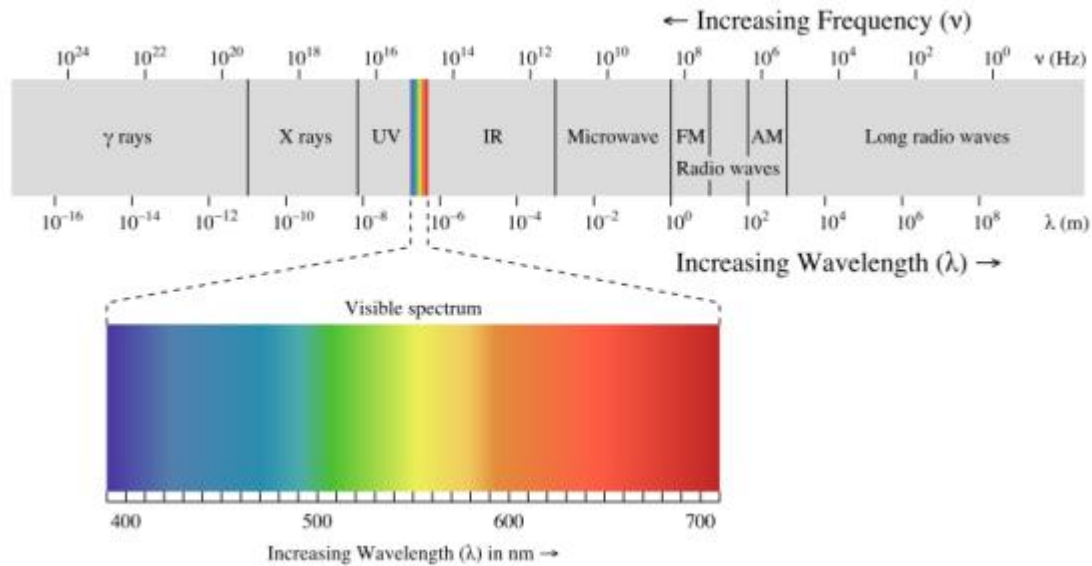
El poder transformador del color en la arquitectura de las ciudades

Men Arq Oscar Olivo Hernández

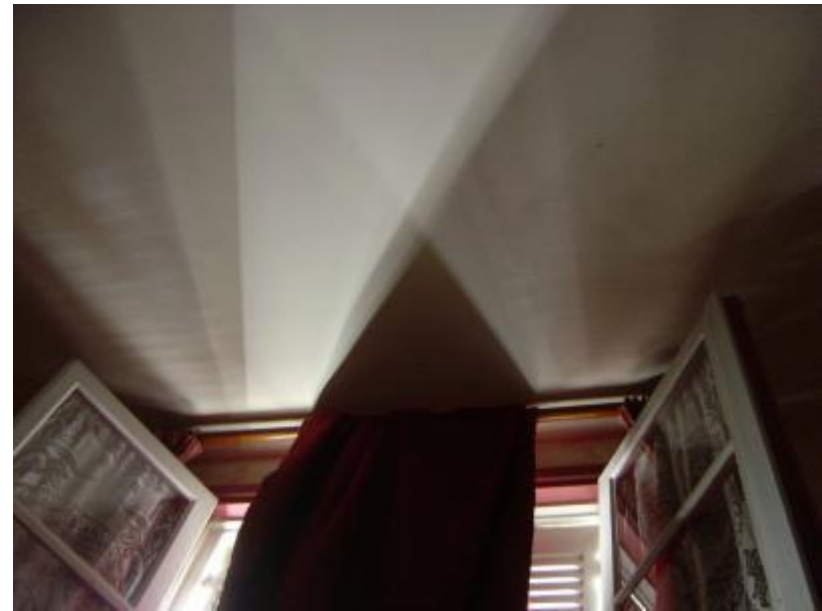
Universidad del Mar

olivo@huatulco.umar.mx

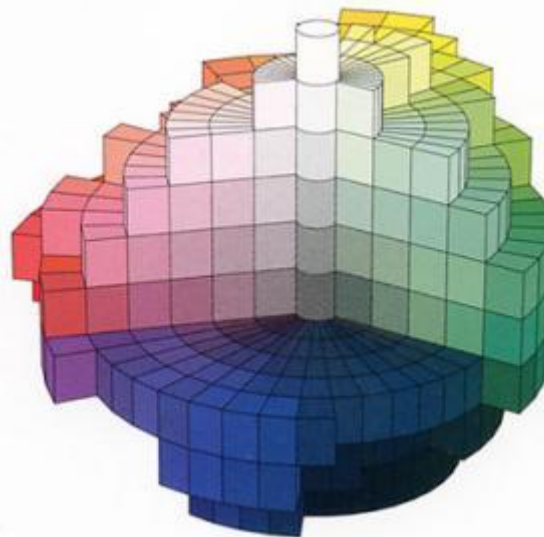
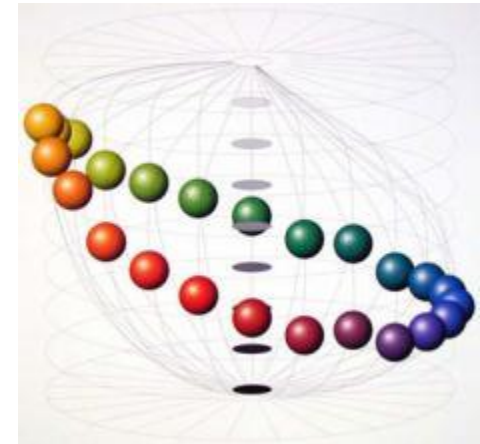
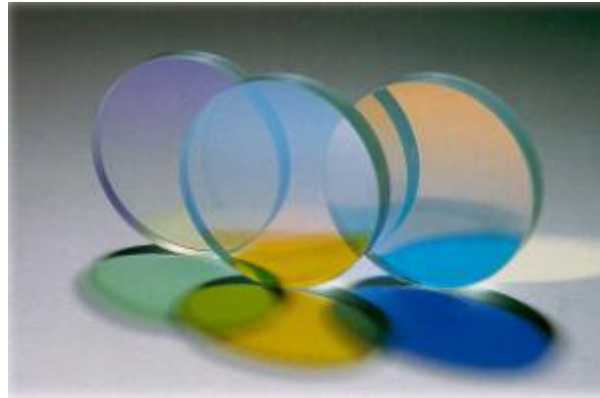
La magia de la luz



El secreto de las sombras



El poder del color

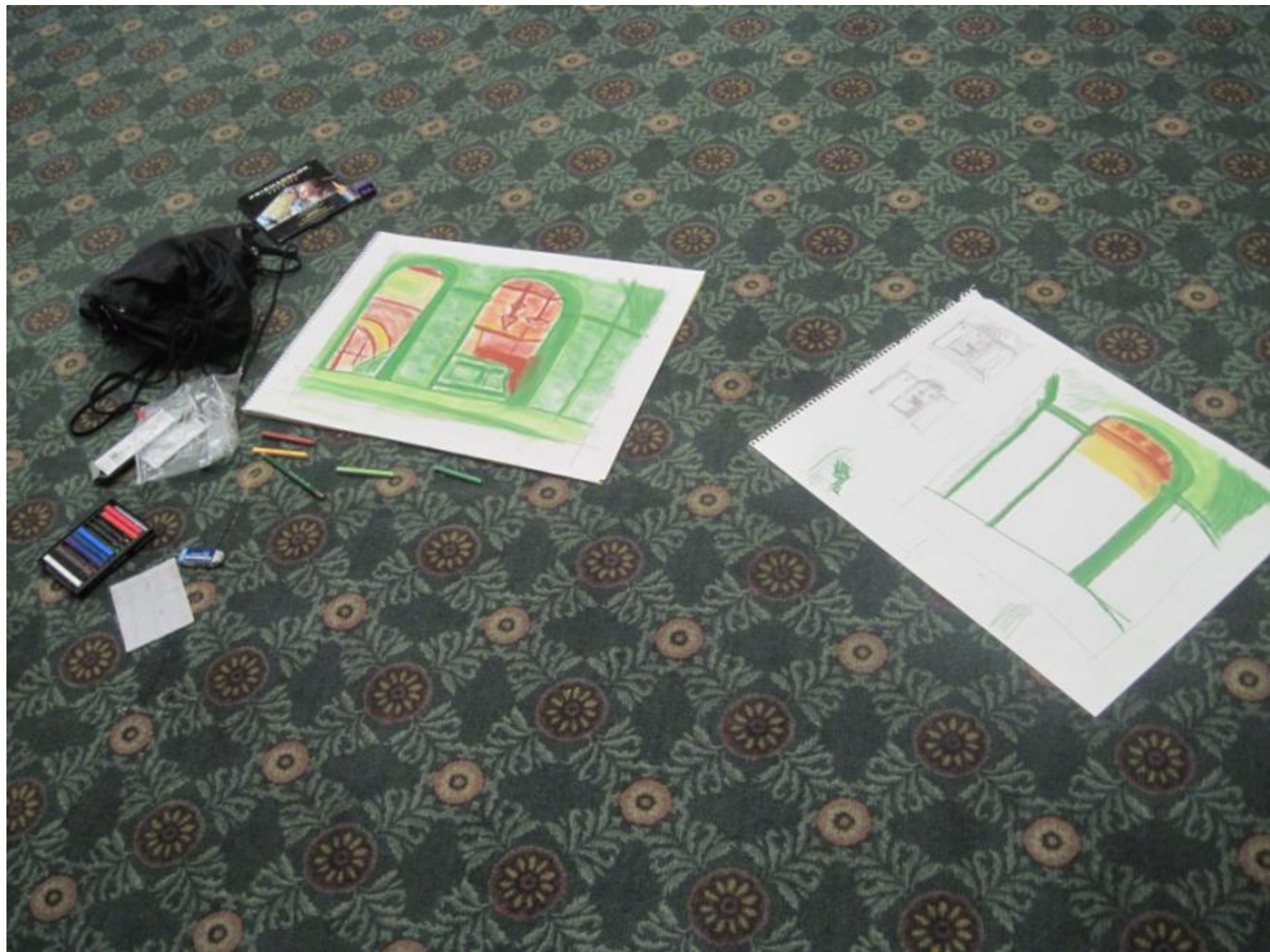




Simbolismo







Murano, Italia



Mykonos, Grecia



San Francisco, California



Time Square



Greenwich Village



Greenwich Village



Tlacotalpan, Veracruz



Antigua, Guatemala



Solola, Guatemala



Panajanchel, Guatemala



Salvador de Bahía, Brasil



Cachoeira, Brasil



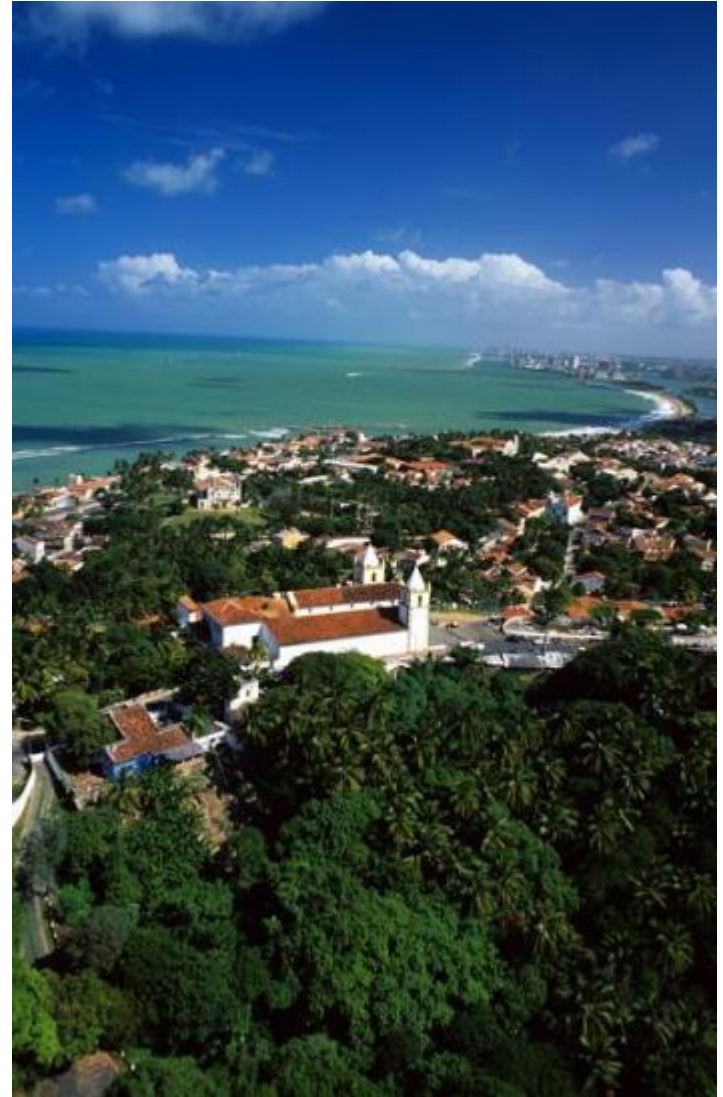
Pelourinho, Brasil



Pelourinho, Brasil



Pernambuco, Brasil



Recife, Brasil



Olinda, Brasil



Tracunhaem, Brasil



Condado, Brasil





Ouro Preto, Brasil



Ndebele, South Africa



Ndebele, South Africa



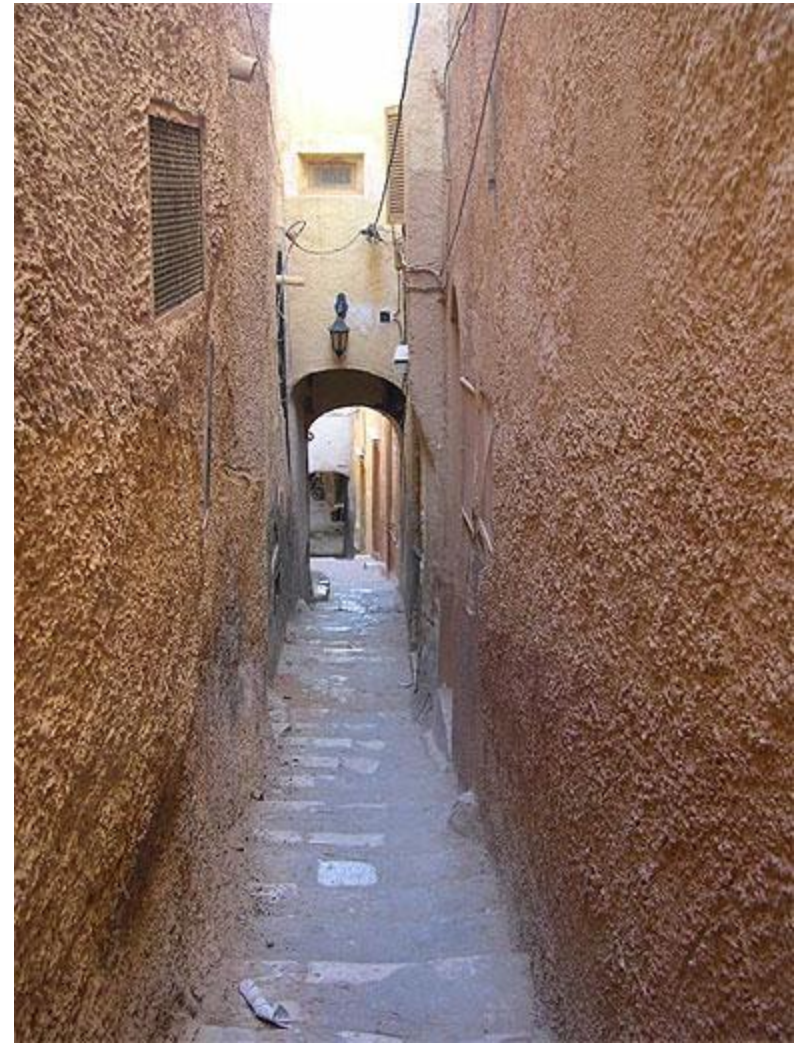
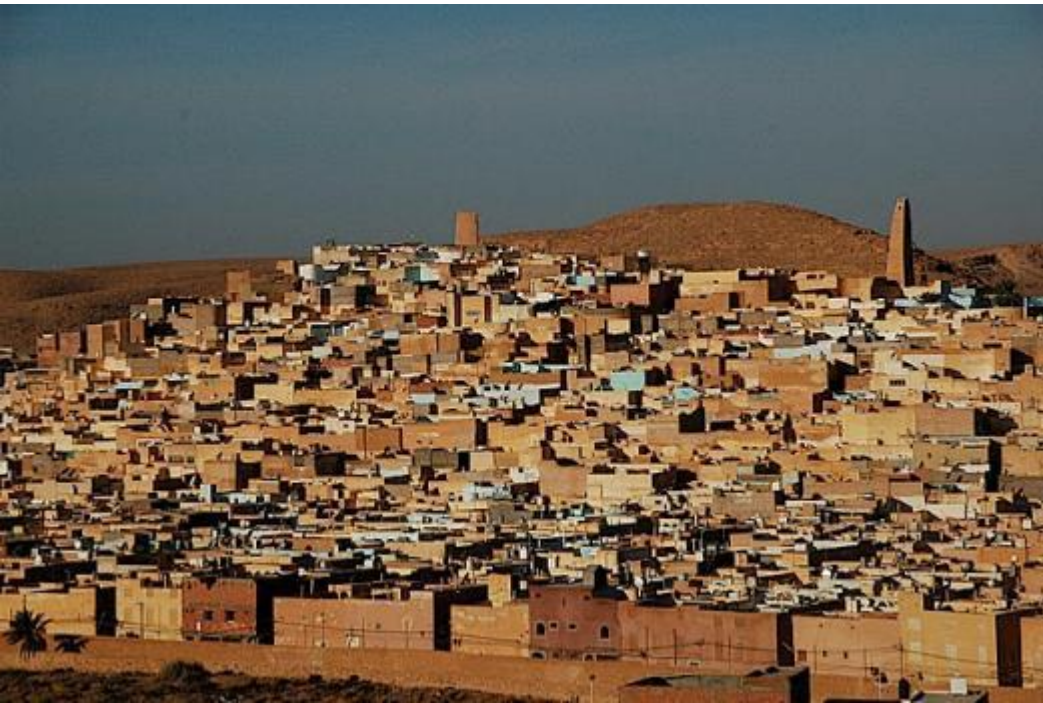
The Sotho, South Africa



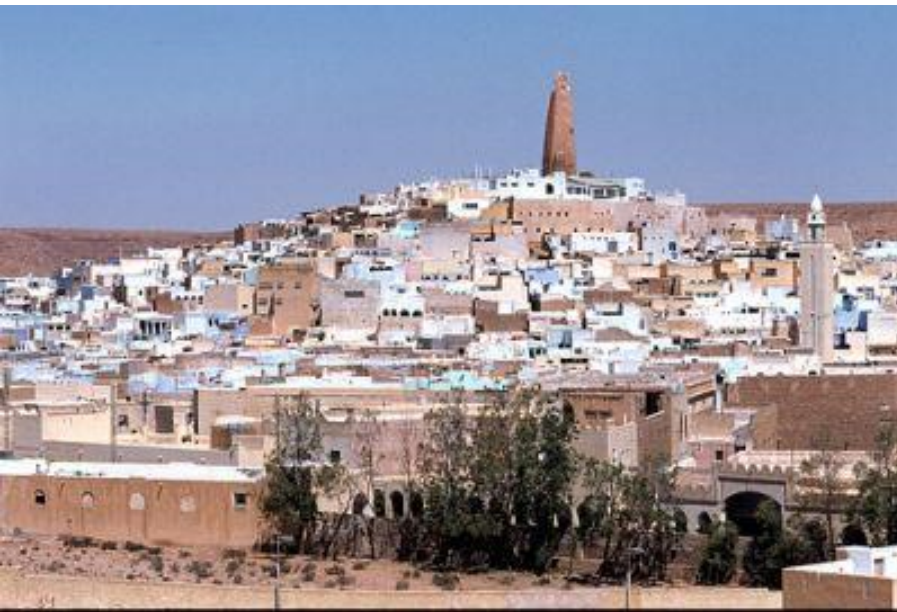
Nguni, South Africa



Ghardaia, Algeria



M'zab, Algeria



Beni-iscuen, Algeria



Beni-iscuen, Algeria



Mozabite, Algeria



Algiers, Algeria



Yemen



Yemen



Sana'a, Yemen



Seyun, Yemen



Tarim, Yemen



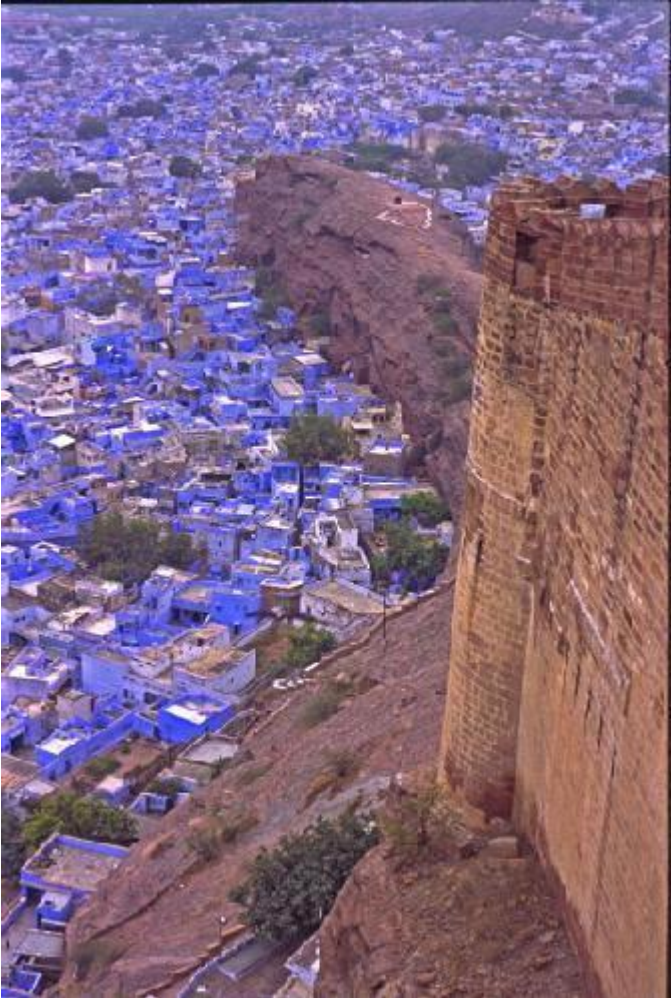
Rajasthan, India



Jaisalmer, India



Jodhpur, India



Jaipur la Ciudad Rosa





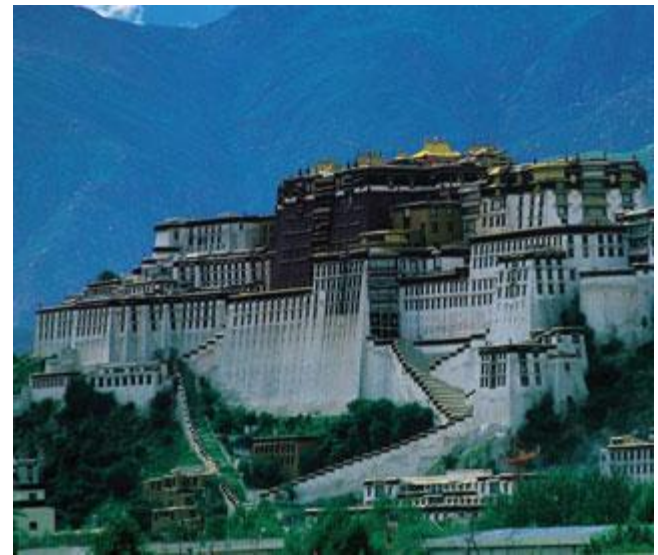
Jaisalmer, India



The Thar Desert



Tíbet



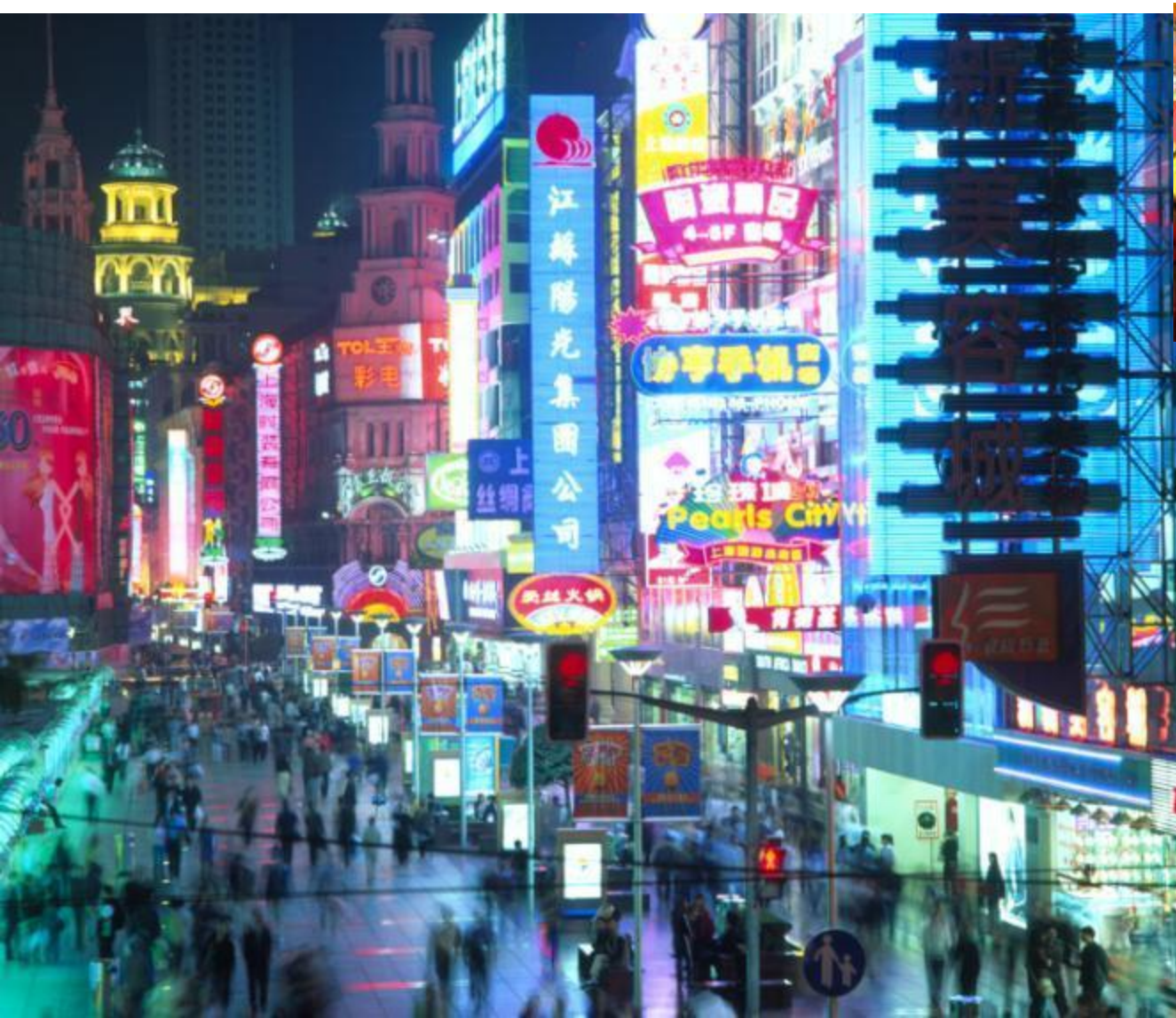
Tíbet



China



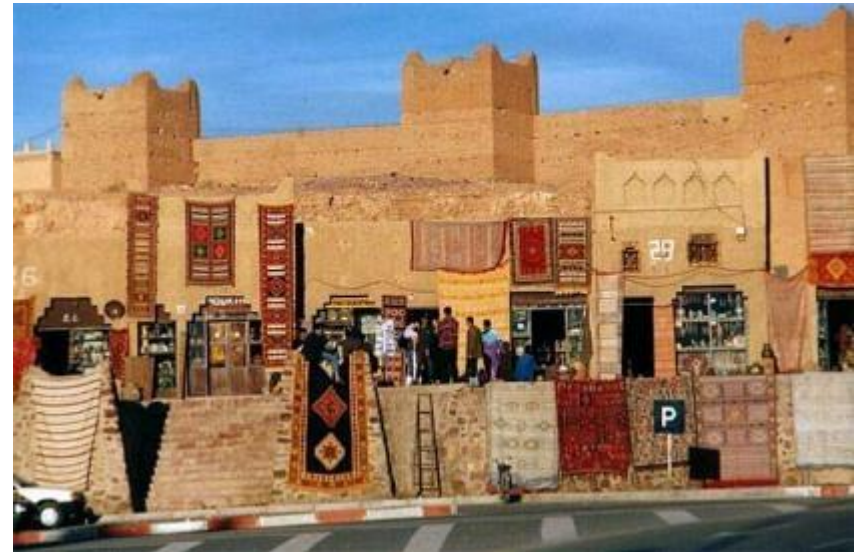
China



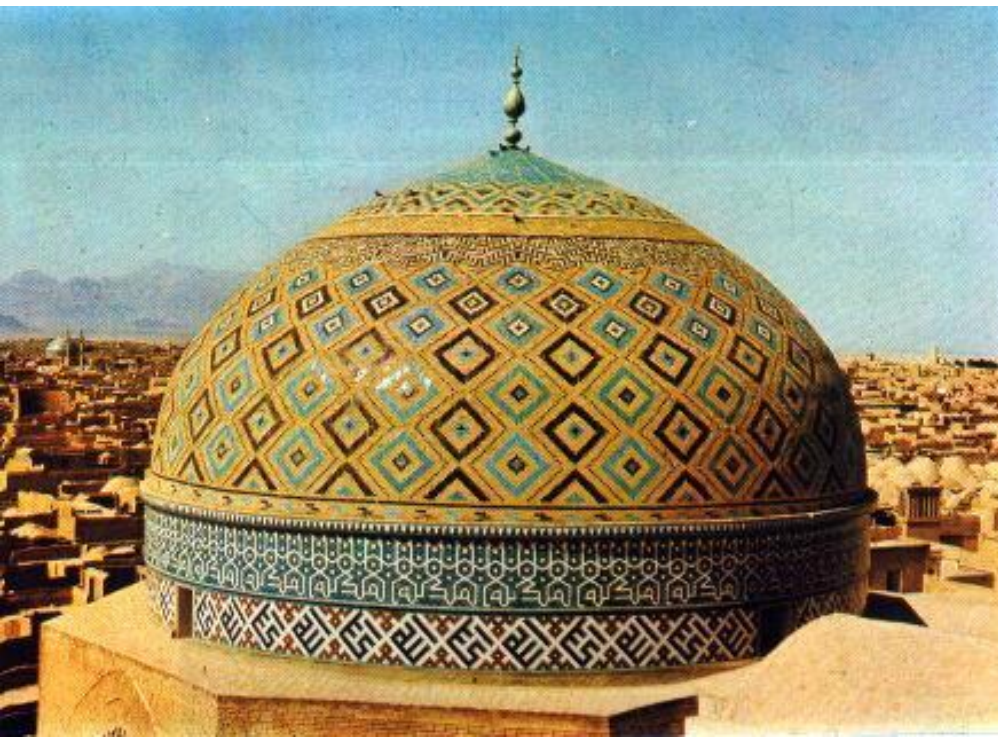
Uzbekistan



Quarzazate, Marruecos

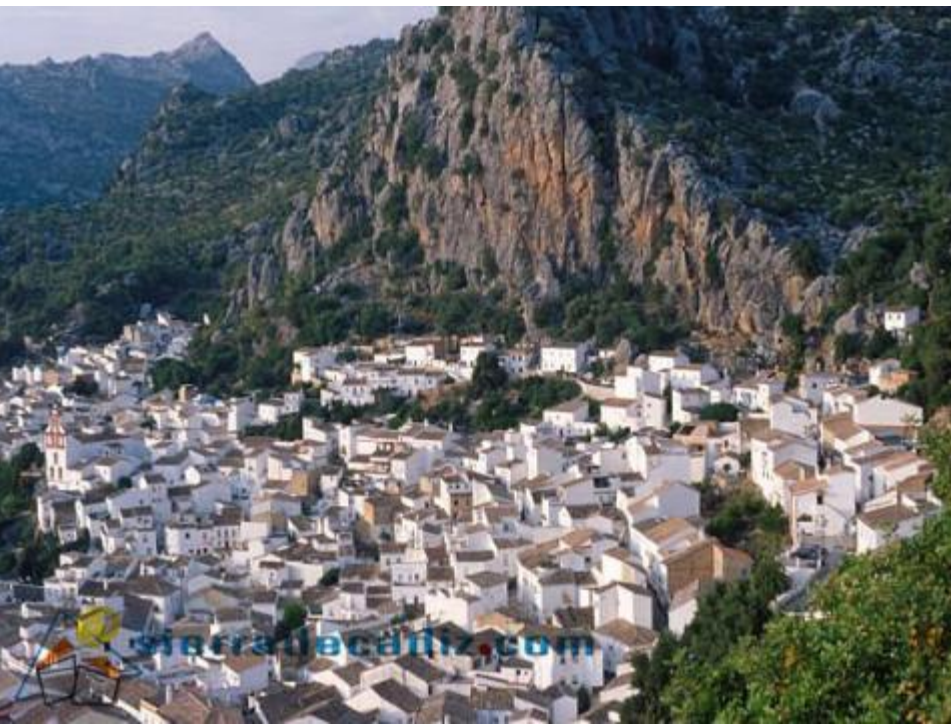


Yazd, Irán





Andalucía, España



Iquique, Chile



Baquedano, Iquique



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Italy has a fine cultural heritage, from ancient Rome through to the Renaissance. It is a major Catholic nation and the streets are dotted with churches, art galleries, and museums. There are many experiences to be had, such as a multitude of colors and a balance between light and dark derived from the various climates and Italian cuisine. We can glimpse this influence today in the mature Italian designs.

Colors presented in the name of Pompeii, the ancient city of Pompeii, buried by a volcanic eruption, provides a clue to understanding the culture.

The Sistine Chapel is well known for Michelangelo's spiritual work *The Last Supper*. This color conveys the sublime atmosphere of the Chapel.

Milan, the economic center of Italy, also commands international attention for its fashion. Modern office buildings and gothic domes live side by side. In winter the famous Milan fog rolls in, adding to the chic coloring.

Florence, the birthplace of the Renaissance, is an international cultural holy-land, where great artists such as da Vinci and Michelangelo were born.

A beautiful blue that praises the Medici family for their support of so many scholars and artists during the splendor of Florence in the prosperous Renaissance period.

On the 24th of August AD 79, the ancient city of Pompeii was threatened by the sudden massive eruption of Mount Vesuvius, and within seconds, this city of the golden age was buried beneath the earth. Through the excavations of the historic ruins we are able to take a peek at the highly evolved culture of an ancient people.

C40 / M40 / Y23 / K0

Sistine Mauve

22

A pale purple, reminiscent of the Sistine Chapel.

Mystic
Secret
Sublime
Noble
Sophisticated

C90 / M80 / Y35 / K5

Milanese Blue

23

A subdued, chic blue which conjures up images of Milan in the north of Italy.

Intelligence
Steady
Fiable
Talented
Subdued

C80 / M30 / Y35 / K7

Florence Blue

24

A subdued blue-green, reminiscent of Florence.

Stylish
Chic
Classical
Tasteful
Melancholic

C90 / M25 / Y10 / K0

Medici Blue

25

A bright blue, that is the image of the Medici family.

Valuable
Clever
Supremely Beautiful
Robust
Limpid

C25 / M81 / Y73 / K0

Pompeian Red

26

A calm, orange red, reminiscent of the ancient city of Pompeii.

Hot
Exotic
Plentiful
Natural
Burnt

19 Chianti

C20 / M100 / Y85 / K35

[Italian] A strong, deep red, like the Italian wine Chianti.

Delicious
Fulfilling
Ripeness
Opulent
Full-bodied

Chianti wine is made from red grapes grown in the outskirts of the Italian city of Florence. Although the red variety is more popular, white Chianti is also available. The bottle design is also interesting, with its base wrapped in straw.

20 Sorrento Gold

C8 / M40 / Y100 / K0

A strong orange yellow, reminiscent of the town of Sorrento.

Emotional
Hot
Cheerful
Vigorous
Jolly

The town of Sorrento, known to us through the Neapolitan folk song *Return to Sorrento*, is perched on the cliff top overlooking the Bay of Naples. This port town is enveloped in a happy atmosphere, as the sun shines down on the many orange and lemon trees.

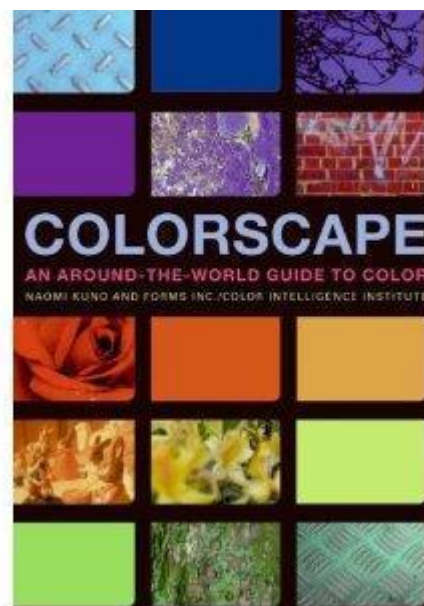
21 Tuscany Red

C0 / M100 / Y90 / K40

This deep, strong red conveys images of the Tuscany region.

Gorgeous
Magnificent
Majestic
Excellent
Opulent

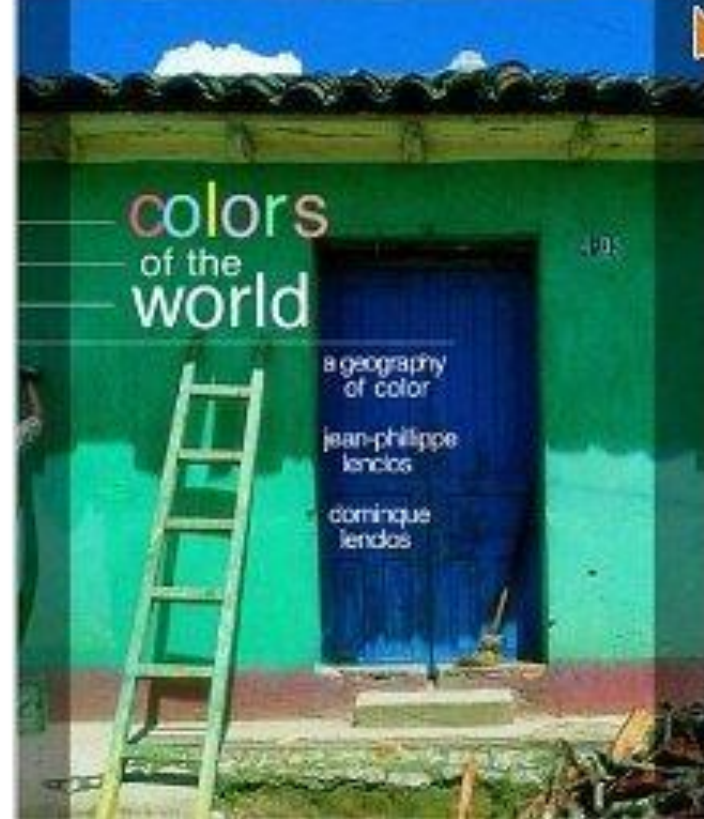
Tuscany is the central state of Italy, with Florence at its center. In ancient times this land was known as Etruria, and then in the 16th century the Medici family created the Tuscany dukedom, as it has been known since the Renaissance era.



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Iquique, Chile



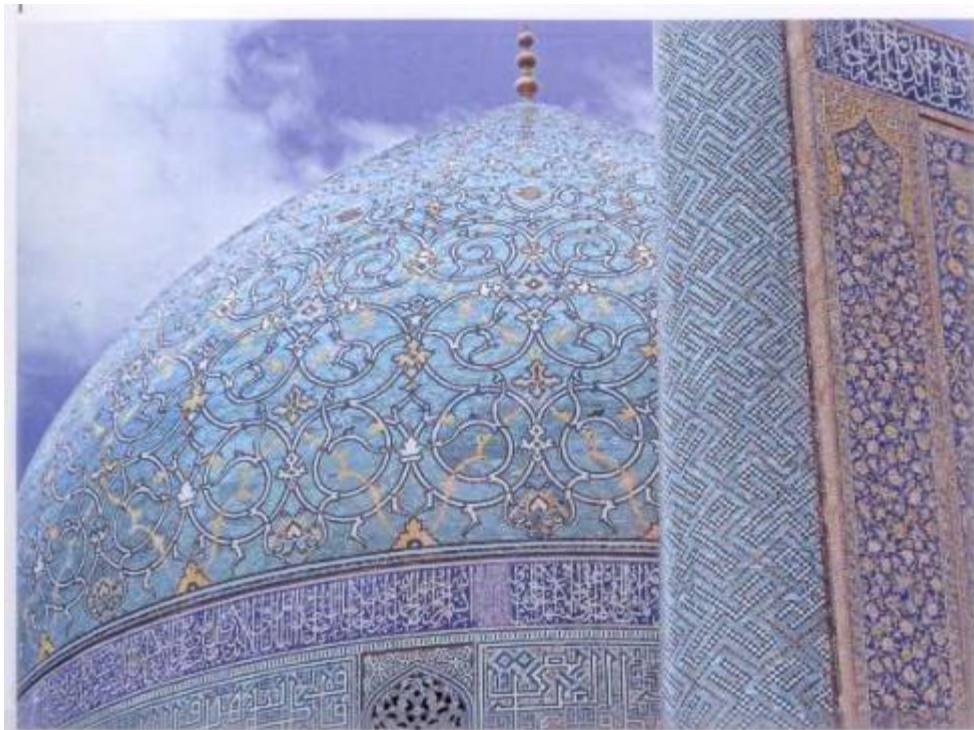
**Sólo con el corazón se puede ver bien,
Lo esencial es invisible para los ojos**

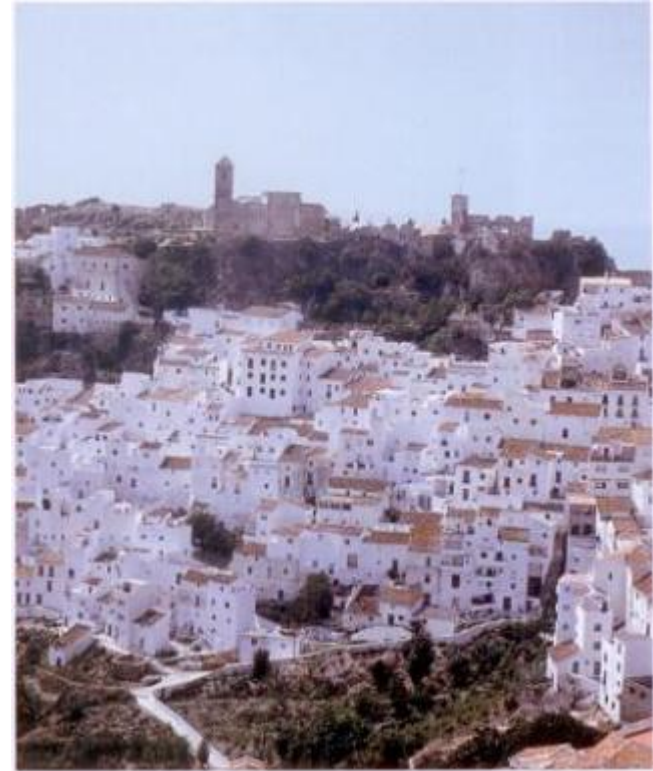


Antoine de Saint-Exupéry





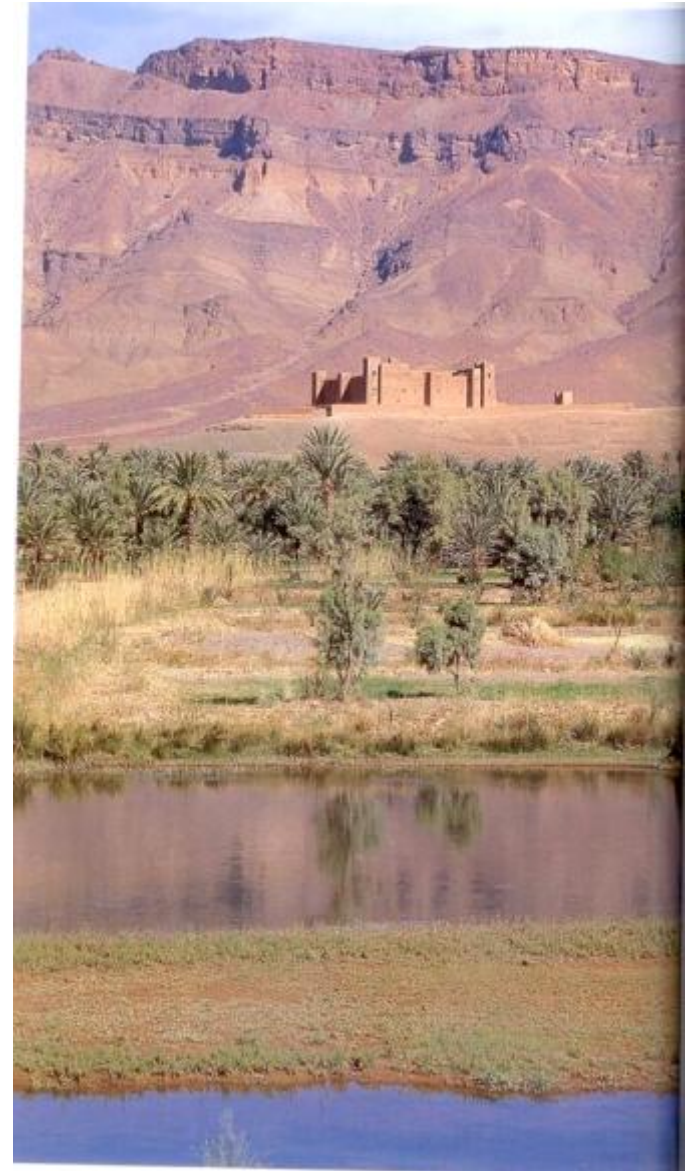




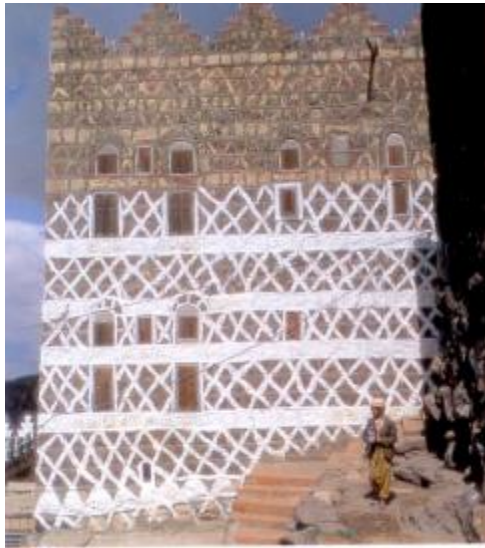
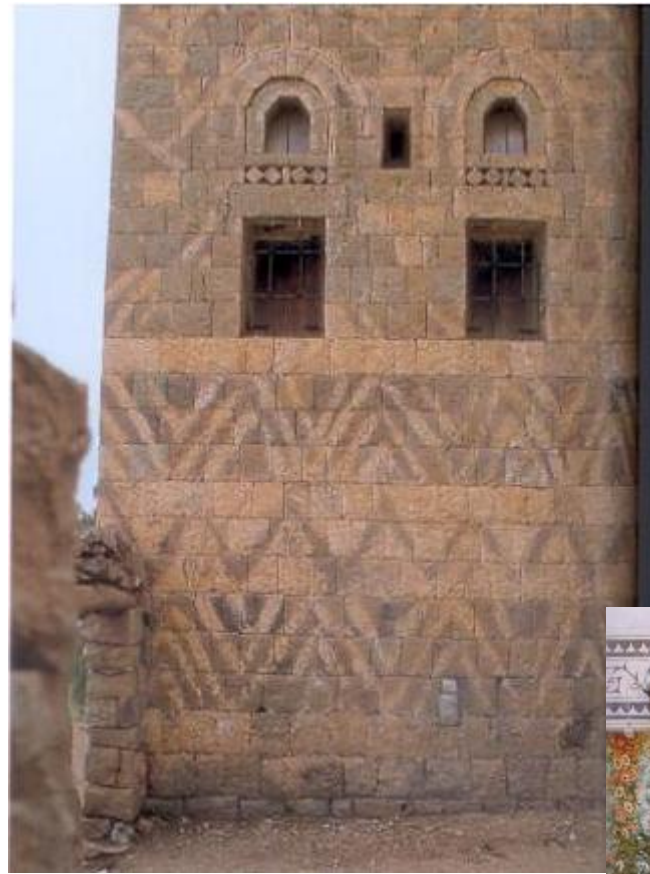


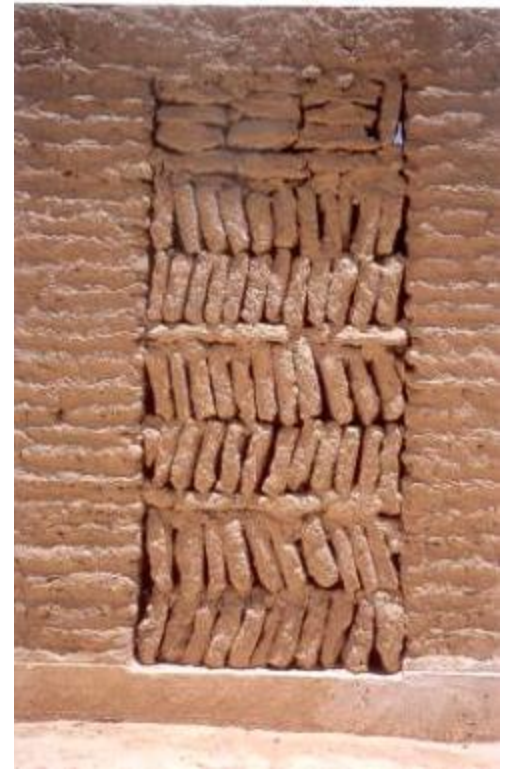
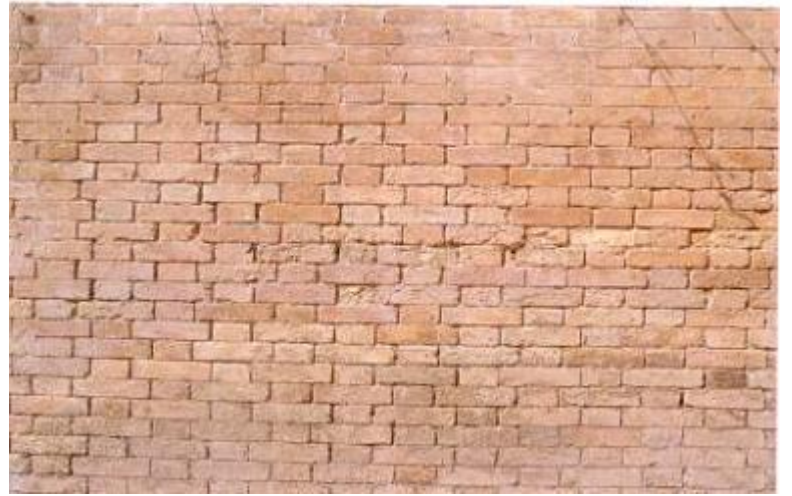


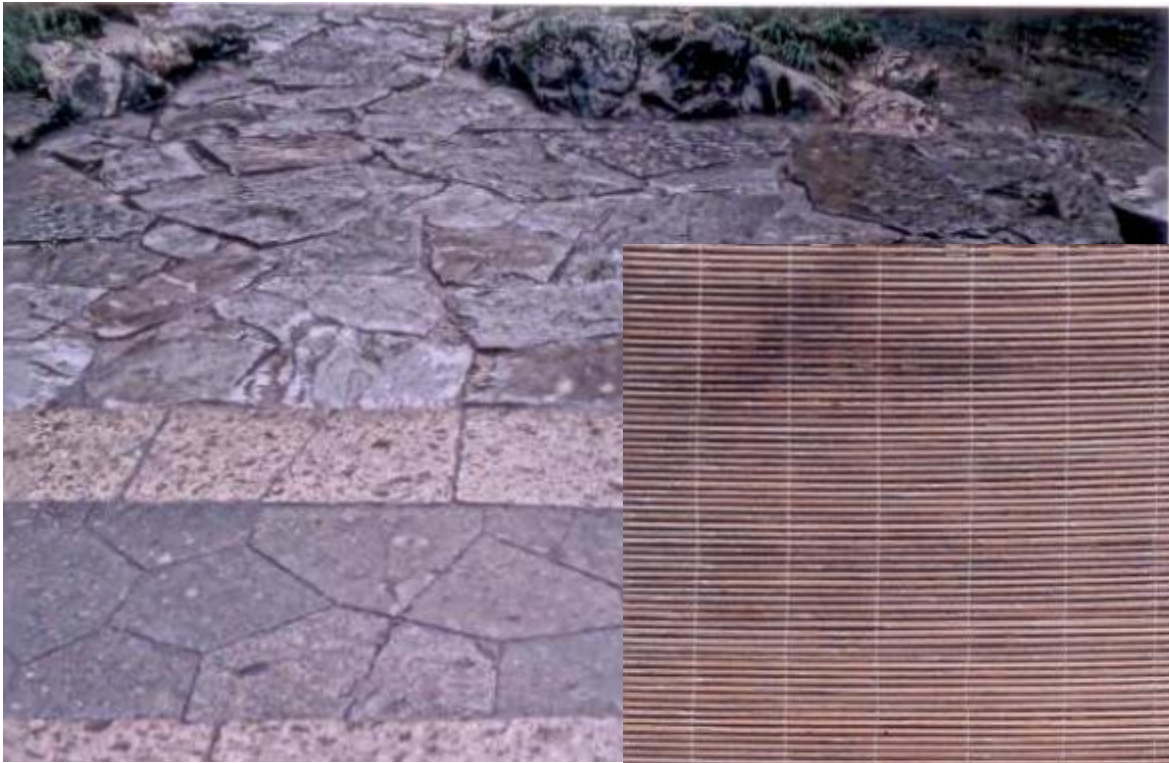


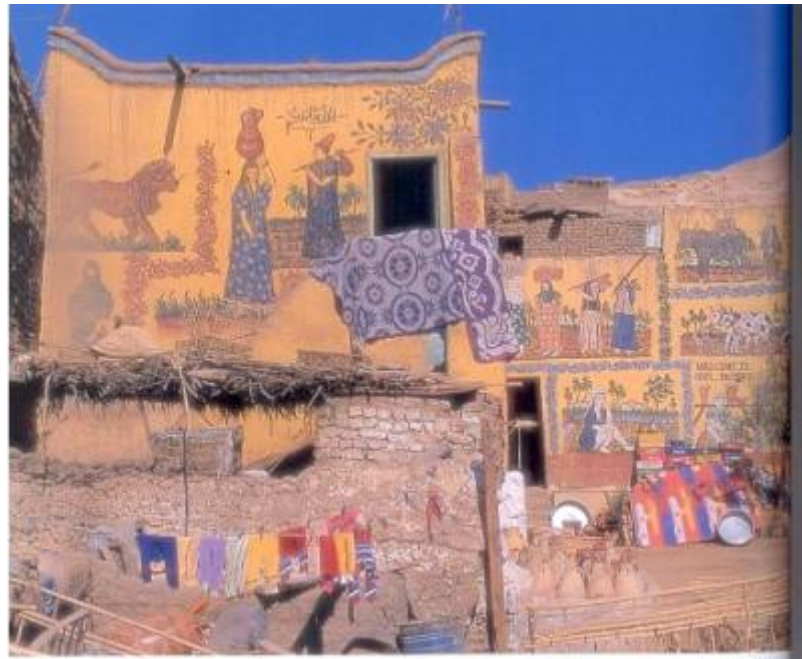




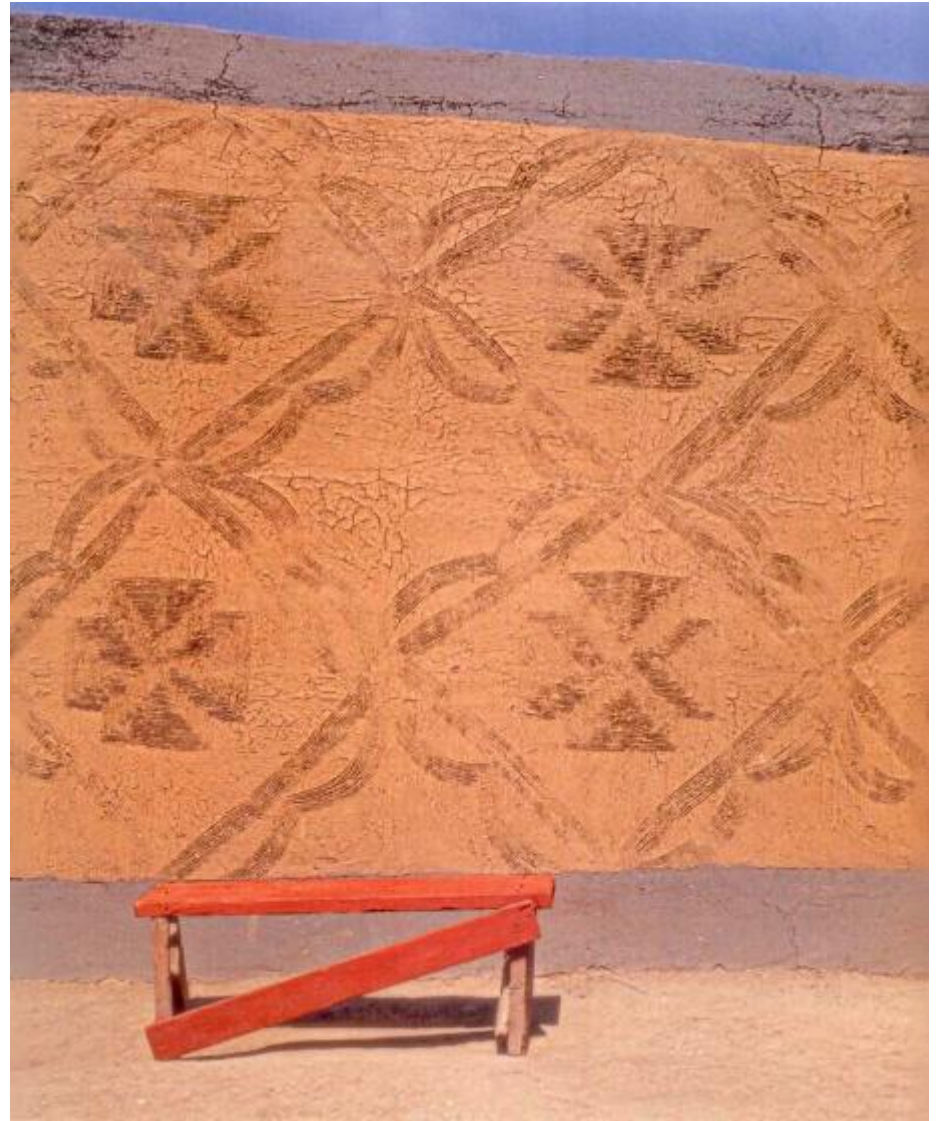
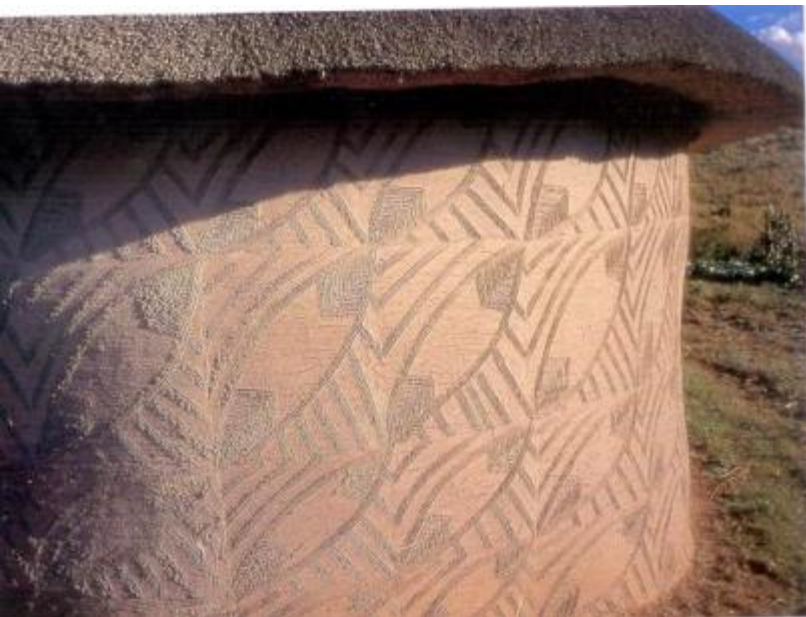


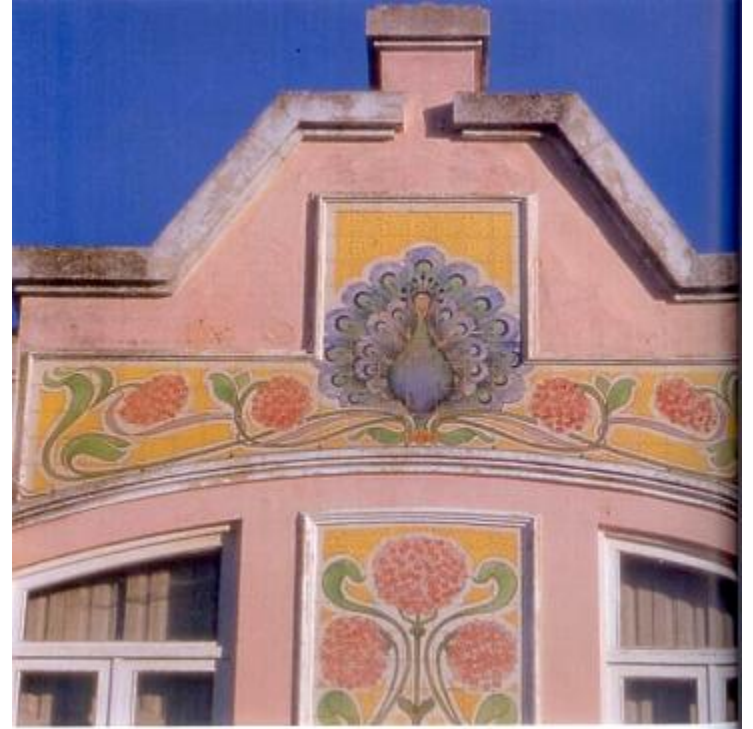
















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Plentiful
Natural
Burnt

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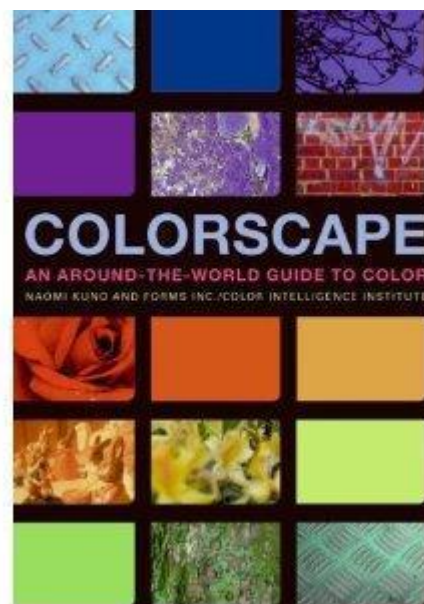
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